

Thursday, January 18, 1940

PLEASANT RIDGE NEWS

Mr. and Mrs. Manuel Marier spent the week-end with her parents, Mr. and Mrs. Louie Rachel.

Mrs. Mary Dyess spent several days with her sister, Mrs. Erline Kelley.

Mr. C. L. Taylor spent Sunday with Mr. John Hodge.

Mr. Hilliard Willis spent Sunday with his parents, Mr. and Mrs. E. O. Willis.

Mr. Eddie Marier spent the week-end with Mr. and Mrs. John Henry Marier and family.

Mr. and Mrs. Tat Nolin and daughter spent Sunday with Mr. and Mrs. Marion Kelley and daughter.

Mr. C. L. Taylor spent Sunday with his mother, Edgar Lattimore Sundell.

Mr. Richard Wilson and children and Mrs. Tommie Brown and Mrs. Clio Taylor, Mrs. Clio Taylor's children, spent Sunday with Mr. and Mrs. M. D. P. Goodwin.

Mr. and Mrs. Andrew Shiver visited Mrs. George and Shirley Shiver.

Misses John Goodman and Edgar Tulliet killed a large rattlesnake Saturday evening which was five feet long with 16 rattles.

Mr. J. H. Martin spent Sunday night with his grandmother.

MISS JULIE ANN BRADLEY CELEBRATES BIRTHDAY

Mrs. Arden Bradley entertained at a dinner party on January ninth for her daughter, Julie Ann, who was celebrating her fifteenth birthday.

The apartments were made attractive with spring flowers and pots.

Seated at the table were Misses Olive Ray Kendrick, Helen Taylor, Betty Jean Bullard, Edith Isobel Williams, Mary Will Kendrick, Betty Braswell and the honoree, Julie Ann Bradley.

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Don Fred Present, who has been ill at his home here for the past two weeks, was carried to St. Margaret's hospital in Montgomery Tuesday morning by friends that he may soon have to return home. He was accompanied by Jess Blocker, who returned to Elba Wednesday afternoon and Miss Debata Blocker.

Peanuts--

400 Tons—Selected No. 1 Runner Peanuts for sale, \$80.00 per ton F. O. B. Brundidge, Alabama. In any Quantities.

HENDERSON & HELMS, Inc.

BRUNDIDGE, ALA.

FOR RENT—I have a two-story farm for rent (standing rent)—Mrs. C. S. HUTCHINSON, New Brundidge, Ala., 118-25, beg.

WANTED: A good reliable man to work in my office with high products in North Coffee, Geneva Counties. White Rightwich's Dept., ALA. 66-127N, Memphis, Tenn., or see C. C. Nichols, Enterprise, Ala., Route 1, J11-114D.

Those taking part on the program will be paid for their services.

After the dinner hour, an enjoyable program of games and contests will be held.

Guests on the delightful occasion were Misses Betty Jean Bullard, Olive Ray Kendrick, Betty Jean Bullard, Mrs. C. L. Wilson, Mrs. W. M. Clegg, Mrs. C. H. Sartorius, a true gopher, and others.

Announcement was made that the February meeting will be held in the home of Mrs. R. L. Cooper and Mrs. J. M. Garrett, joint hosts.

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THE ELBA CLIPPER

Published Every Thursday Morning
R. C. Bryan — Owner-Publisher

Entered as second class matter
July 18, 1905, at the Postoffice
at Elba, Alabama, under Act of
Congress of March 3, 1879.

SUBSCRIPTION PRICE
One Year \$1.50
Six Months .75
CASH IN ADVANCE

THE PRESS COMES TO TOWN

The weekly newspaper man operates many small businesses in small towns. He envies the weekly newspaper editor's easy manner of running across the town square, tipping his hat to "Mister," who he's known for 35 years, raising a smile, and who's now the mayor, but who only plays on the team with the editor speaking to every man, woman, child and even, every dog he passes—and then returning to his office with a column of personal items.

The editor of a country weekly usually knows most of his subscribers by name, most of them by their first names. His news columns are alive and human, touched with a friendly air. And while the editor is not the editor's writings are always simple and friendly! He writes about people he likes.

There is a new baby over at the Jones home. He writes an item, not about names, but about real people. When his sons are getting along fine at the hospital, he writes his wife's first hand report. Perhaps his news is the least valuable with a case of foot-and-mouth disease in the state. He writes to the paper, turning this piece of news that will be read by everyone in the community—even by the press people.

Bill Smith's oldest boy gets an appointment to the United States Military Academy. The weekly editor writes his column about Bill Smith's son. He doesn't have time to phone anybody for details.

Upon which the Tuscaloosa News comments as follows: "Mr. Jones' son is right. The country newspapers in Alabama which have disagreed with the AAA program, either orally or in print, have written more stories on the subject than ever before. Most of the readers in the county know all about Bill Smith's boy, too. But they like to set it in print. They like to let the whole world know who makes good."

And the youngest daughter over at the Jones home is going to get married. The editor writes the story, or maybe a cousin of the boy with talent for putting words together writes it up and

Journal.

Plenty of Potash!



POTASH supplies are adequate. The situation concerning this necessary plant food is very different from that brought about by the last war, when this country was dependent upon importations which were suddenly and completely terminated. During the intervening years, discovery of potash deposits in this country has led to the development of a domestic industry capable of expansion to meet the requirements of American farmers. Therefore, wherever profitable yield and quality of crops demand plenty of potash, the proper amount should be used.

Consult your county agent or experiment station about the fertility of your soil and what fertilizer you should use. Scatter fertilizer down. Your soil will then need a little more to supply enough potash to insure good yields and high quality. Write us for further information and free literature on growing profitable crops.

**AMERICAN POTASH
INSTITUTE, INC.**
INVESTMENT BUILDING WASHINGTON, D.C.
SOUTHERN OFFICE: MORTGAGE GUARANTEE BLDG., ATLANTA, GA.

Improved Uniform SUNDAY SCHOOL International
LESSON
By HAROLD L. LINDQUIST, D. O.
Dean of The Moody Bible Institute
(Released by Western Newspaper Union.)

Lesson for January 28

Lesson subjects and Scripture texts selected and copyrighted by International Commission on Religious Education, used by permission.

Newspaper Advertising Benefits The Reader

The following interesting facts about newspaper advertising were brought out by a survey conducted by students in Syracuse University's School of Journalism under supervision of the New York Press Association Field Secretary, Frank Hutchinson:

Of the persons surveyed—

- 90 per cent said they would prefer a newspaper with advertising to one without ads.
- 97 per cent said they would prefer radio with advertising.
- 97 per cent said newspaper advertising helped them in their shopping.
- 85 per cent said it helped them keep up on styles.
- 93 per cent said it helped them know prices and values.
- 91 per cent said it helped remind them of merchandise they needed.
- 94 per cent said newspaper ads. helped them locate needed merchandise.
- 94.6 per cent said newspaper ads. rendered services, without causing resentment.
- 5 per cent said radio advertising was not offensive.

Newspaper advertising won over radio 92 per cent to 8 per cent in reply to the question: Which influences you most in buying?

Business men of Elba, as well as other towns over this country, spend thousands of dollars every year in forms of advertising that do not pay dividends. They are "taken in" by a smooth promoter of foreign residence, and many times put money in local schemes that are not really business builders.

There is no substitute for the Home Town Weekly Newspaper which is read thoroughly by thousands each week. Our subscribers pay for the paper because they want it delivered to them every week, and because of its news value, both as to reading matter and advertising.

Mr. Business Man, your message each week in The Clipper will boost sales during the coming months. Use it regularly for best results.

The Elba Clipper

"COFFEE'S LEADING NEWSPAPER"

POOR ORIGINAL

DECEMBER BIRTH-DEATH REPORT FOR COUNTY

Son of Mr. and Mrs. Roger Warren
Son of Mr. and Mrs. Borah Deuchman
Daughter of Mr. and Mrs. Rex French

Son of Mr. and Mrs. Lehman Jones

Son of Mr. and Mrs. Lehman Rogers

Daughter of Cazzie and Mistie Lee Russell

Son of Foy and Dora Liprott

Son of Oscar and Addie Bell

Son of Dell and Henrietta Colman

Son of Wash and Eunice McLean

Son of Willie and Inez Griffin

Daughter of Dallas and Bertha Bullard

Son of Mr. and Mrs. John Bell

Son of Mr. and Mrs. William E. Wood

Son of Mr. and Mrs. Olin Monroe

Son of Mr. and Mrs. Fred Dykes

Son of Mr. and Mrs. Brady Morris

Son of Mr. and Mrs. Alvin Bell

Mr. and Mrs. and Mrs. Bennie Homan

Son of Mr. and Mrs. Lehman C. Cordele

Son of Mr. and Mrs. Obie L. Kell

Daughter of Mr. and Mrs. Alfred Jackson

Daughter of Mr. and Mrs. Willie E. Price

Daughter of Mr. and Mrs. Robert Fox Lambert

Son of Mr. and Mrs. B. R. Anderson

Daughter of Mr. and Mrs. Clifford Powell

Daughter of Mr. and Mrs. Eddie Weidner

Daughter of Mr. and Mrs. L. Furman Thunes

Daughter of Mr. and Mrs. Elmer Crabbix

Daughter of Mr. and Mrs. David Baber

Deaths

Bethel C. Wilson

George Reynolds

Lillian L. Lone

William Wynn

John Smith Drinkard

Katherine Drinkard

Mary Cecilia Sawyers

Wilborn W. Boutwell

Benjamin Porter Fuller

Alma H. Hill

George Mae Walden

Mary Alice Bryan

Infant child of Thornton and

David Franklin Helms

Deoris Flowers

George Reynolds

Lucy White

There are 71 companies in the

United States which produce min-

eral wool. They operate 82 plants

for the purpose.

Renew your subscription TODAY!

We Asked For And Got



DURING the Fall, we extended an invitation to our 143,000 readers to write us their criticisms or suggestions. We asked them to write freely—in other words, to leave bricks if they cared to.

Nearly 7,000 customers wrote BUT—although we asked for no praise—about 90 percent of them, instead of being critical, were highly complimentary of our employees and the quality of electric service being supplied.

Of the remaining 10 percent, some were justifiably critical, and where the criticism arose from a condition within our control, step

were taken to correct it. Others made suggestions which we did not consider valid. In some cases, criticism resulted from a lack of understanding of problems involved, and it was a pleasure to have the opportunity to discuss personally with our customers the interesting questions raised.

"Only Angels Are Perfect"—however, it is difficult to supply electric service to nearly perfect as humbly possible. Your criticisms and suggestions may be helpful; for that reason they are always welcome. They may be directed to Dept. 1202, Birmingham, where they will receive personal attention.

ALABAMA POWER COMPANY

Electricity Now—Electricity is Cheap in Alabama

CONSERVATION EMPHASIZED IN AAA PROGRAM FOR 1940

CLUB MEMBERS STUDY PREVENTION OF FIRES

WEDOWEE, Ala.—Randolph County 4-H Club members are determined to see the pace this winter in the prevention of destructive fires and anti-knock contests carried on by club members and their friends to cooperate, says G. C. Moore, Jr., assistant county director.

"The number of acres carrying soil-building and soil-conserving crops in Alabama today is much greater than ten years ago," Jones said. "The Agricultural Adjustment Administration's soil conservation program, to a large extent, is responsible for this increase."

Jones said the rates of credit for soil-building practices under the agricultural conservation program of the AAA have been changed to make it easier for farmers to carry on a better program which they do not yet practice.

He explained the change in credit so the practices does not change the amount a farmer may earn by soil-building, but merely changes the requirements for carrying out the practices.

Practices which Alabama farmers are expected to use more widely under the 1940 farm bill include winter legumes, green manure crops, establishment of permanent pastures, planting of forest trees, horse gardens, application of animal manure or horse manure with seeding of legumes and grasses.

Jones urged farmers to contact their county agent for more detailed information on conservation practices.

The Seventh Day Adventists ob-

served as the Sabbath the fourth

from Sunset Saturday to Sunday.

The Transvaal region of Africa

is an important producer of man-

ganese ore. It exports 700,000

tons annually.

Australia is boosting taxes to

meet wartime conditions.

ZION CHAPEL CLUB MEETS

J. C. HOLLOWAY DIES

Mr. Joe Holloway passed away at his home January 4th. Although he had been ill for some time, his death was a shock to his wife and their friends.

Mr. Holloway was 68 years of age, born and reared in Coffee County, six miles west of Elba. He spent his entire life in Geneva County, where he was the son of the late Mr. and Mrs. Jake Holloway.

When he was a young man he went to Smiley, Texas, to make his home. He was married to Miss Anna Lee Smith.

He and his wife had three children. His wife having died there, he returned to Coffee County and was later married to Miss Suzanne Barnes, whom he bore seven children, five of whom are now living.

He was a member of the Zion Chapel Club and the Elba Lions Club.

Each person is asked to assist his neighbors in putting out fires.

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THE ELBA CLIPPER

Thursday, January 25, 1940

TO THE VOTERS OF COFFEE COUNTY

For the past eight years I have been employed as Clerk of the office of your Tax Collector. My being in this position has given me the opportunity to meet you and has given you a chance to observe my work.

In doing my work in this capacity, I have always been considerate and understanding, and do my best to give you the service you are entitled to from the people employed in the public offices of our county.

In this year I am announcing myself a candidate for the office of Clerk of the Circuit Court. If you can give me your support, I am elected to this office. I assure you that you will at all times receive courteous and efficient service.

I earnestly solicit the vote of each voter of Coffee County.

Yours very truly,
GLADYS CLARK.
(Paid political adv. authorized by Gladys Clark, Elba, Alabama.)

FOR RENT—I have a two-horse farm for rent (standing rent).—Mrs. C. S. HUTCHISON, New Brockton, Ala. j11-flpd.

WANTED: A good reliable man to supply customers with Rawhams, etc., in North Coffee, Geneva County, White Sulphur's, Dept. ALA-66-132N, Memphis, Tenn., or see C. Nichols, Enterprise, Ala., Route 1. j11-flpd.

HERE'S THE OPPORTUNITY YOU HAVE BEEN WAITING FOR—

Super-Value Used Cars

Don't wait—come in today and see them! Trade your present car for a better one.

ALABAMA TOWN FACES OBLIVION AFTER MARCH 1

1938 Master Deluxe Town Sedan Chevrolet \$475.00
1939 Master Chevrolet Coach, New Factory Built Motor \$250.00
1936 Dodge 1/2 Ton Cab \$295.00
1937 V-8-55 Coach \$359.00
1934 Standard Chevrolet Town Sedan, Good Condition \$275.00
1935 Chevrolet Pick-Up \$150.00

We'll demonstrate without any obligation to buy. Hurry before these cars are sold.

DORSEY BROS.
Authorized Chevrolet Dealers
ELBA, ALABAMA

Peanuts--

400 Tons—Selected No. 1 Runners Peanuts for sale. \$80.00 per ton P. O. Brundidge, Alabama. In any Quantities.

HENDERSON & HELMS, Inc.
BRUNDIDGE, ALA.

DR. JOSEPH CARROLL
Optometric Eye Specialist
Carroll Building
TROY, ALABAMA
Ethical Eye Examinations
Glasses Prescribed and Fitted

Registration Notice!

In accordance with the provisions of the Registration Laws (1932), the Registrars of Coffee County, Alabama, do hereby give notice that the following appointments are set for the purpose of registering those qualified under the law to register as electors:

COURTHOUSE IN ENTERPRISE:
JANUARY 22, 23, 24, 25 and 26

COURTHOUSE IN ELBA:
JANUARY 27, 28, 30, 31, FEB. 1

H. C. Stephenson,
P. B. Traweek,
F. M. Farris,
Registrars, Coffee County.

Mrs. Marvin Lewis of Dathan spent Sunday in Elba, guest of her mother, Mrs. S. H. Brock, and sister, Miss Nell Brock.

GO TO CHURCH SUNDAY!

VICTORIA NEWS

County Agent's Column

By HUGH D. SENTON
County Agent

COFFEE FARMERS RECEIVING 1939 CONSERVATION CHECKS

The first shipment of checks is coming from the 1939 Agricultural Conservation Program. These checks received by the county office and are being distributed at head-quarters to individual farmers.

Miss Lataugh Wise was the dinner guest of Miss Norma Boutwell Sunday.

Messes Courtney and Grover Brown visited Mr. Ralph Houston Sunday.

Mr. G. W. Cowley was the dinner guest of Misses Cummins and Fiera Parish Sunday.

Miss Leah Hurst and Myrtle Thomas spent the past week-end in Montgomery.

Mr. Clayton Goodson and Mr. W. C. Goodson Sunday night. Miss Lemma Parrott on the sick list. We wish for her a speedy recovery.

Mr. John C. Shadix passed a short stay in Zion Church last week. The play was followed with a ball game, the Victoria team winning 28 to 30.

FARMERS CAN INCREASE SOIL BUILDING PRACTICES IN 1940

Mr. John Carnley, brother of Judge J. A. Carnley, and well known in Coffee County, passed away in his home in Orlando, Florida, last Friday night. It is stated that Mr. Carnley and members of his family had been absent from their home and that he appeared all right. After retiring he complained of a severe pain in his heart which rapidly arose and walked around his chest in moment and died suddenly.

He leaves a large number of relatives and friends to mourn his passing. Burial services were held Sunday morning at eleven o'clock at Cool Springs Church near Opp, interment being in the church cemetery.

Under the 1940 program farms must carry out more soil building practices than in 1939. Improved pastures are important practices should be carried out with the next few weeks.

Under the 1940 program farmers can earn \$400 for planting four acres of forest trees. They can also earn \$6.00 an acre for plantings. They can also earn \$3.00 an acre for reducing existing forest pastures with a minimum of 10 pounds of common lespedeza or 10 pounds of Dutch grass, or 4 pounds of white Dutch grass.

Farmers can also earn \$1.50 for each 500 pounds of basic slag applied to their land.

The 1940 program will give farmers in this county a wonderful opportunity to improve their land.

The Agent hopes that all farmers will take advantage of this opportunity.

COMPLETE RECORD OF WORLD WAR VETERANS TO BE MADE

MONTGOMERY, Ala.—Of special interest to all former World War veterans population of Alabama is the efforts now underway for the compilation of the records of all active citizens who served in the war.

Miss Curtis Donaldson, Wilbur and Paul Donaldson.

Mr. and Mrs. Boyd Marquess have recently returned from Geneva to make their home in Elba. They are occupying an apartment in the home of Miss Mabel Brinson.

THANKS

We wish to express our sincere appreciation to our friends for their kindness during our recent term.

Mrs. Curtis Donaldson.

Mr. Wilbur and Paul Donaldson.

Mr. and Mrs. Boyd Marquess have recently returned from Geneva to make their home in Elba. They are occupying an apartment in the home of Miss Mabel Brinson.

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